

U.S. Department of Justice

Washington, DC 20530

**Supplemental Statement****Pursuant to the Foreign Agents Registration Act of 1938, as amended**For Six Month Period Ending June 30, 2015

(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant

(b) Registration No.

American Palm Oil Council

4575

(c) Business Address(es) of Registrant

1010 Wisconsin Avenue, NW

Suite 307

Washington, DC 20007

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

(1) Residence address(es) Yes ☐ No ☐(2) Citizenship Yes ☐ No ☐(3) Occupation Yes ☐ No ☐

(b) If an organization:

(1) Name Yes ☐ No ☒(2) Ownership or control Yes ☐ No ☒(3) Branch offices Yes ☐ No ☒

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

**IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).**3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period.Yes ☐No ☒If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐No ☒

If yes, furnish the following information:

Name

Position

Date Connection Ended

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐No ☒

If yes, furnish the following information:

Name

Residence Address

Citizenship

Position

Date Assumed

5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name

Residence Address

Citizenship

Position

Date Assumed

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name

Position or Connection

Date Terminated

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name

Position or Connection

Foreign Principal

Date Terminated

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☐No ☐

If no, list names of persons who have not filed the required statement.

**II - FOREIGN PRINCIPAL**

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒  
If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)<sup>2</sup> during this 6 month reporting period? Yes ☐ No ☒  
If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)<sup>2</sup> whom you continued to represent during the 6 month reporting period.

Malaysian Palm Oil Council

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A<sup>3</sup> Yes ☐ No ☐Exhibit B<sup>4</sup> Yes ☐ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

<sup>2</sup> The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

<sup>3</sup> The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

<sup>4</sup> The Exhibit B, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

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**III - ACTIVITIES**

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

See Attachment #1

- 
12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

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<sup>5</sup> "Political activity," as defined in Section 1(o) of the Act, means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

## IV - FINANCIAL INFORMATION

## 14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>6</sup>

Date	From Whom	Purpose	Amount
See Attachment #2			

\$283,331.79

Total

## (b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign<sup>7</sup>, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D<sup>8</sup> to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

## (c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose

6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

**15. (a) DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
See Attachment #3			

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\$292,527.45

Total

**(b) DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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**(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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<sup>10, 11</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

**V - INFORMATIONAL MATERIALS**

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?<sup>12</sup>

Yes ☒ No ☐

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

Malaysian Palm Oil Council

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☒ Radio or TV broadcasts ☐ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams  
☐ Advertising campaigns ☐ Press releases ☒ Pamphlets or other publications ☐ Lectures or speeches  
☐ Other (specify) \_\_\_\_\_

**Electronic Communications**

- ☐ Email  
☐ Website URL(s): \_\_\_\_\_  
☐ Social media websites URL(s): \_\_\_\_\_  
☐ Other (specify) \_\_\_\_\_

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☐ Newspapers ☐ Libraries  
☐ Legislators ☐ Editors ☐ Educational institutions  
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups  
☒ Other (specify) Trade Associations

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) \_\_\_\_\_

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☒ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☐ No ☐

<sup>12</sup> The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.



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**VI - EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature<sup>13</sup>)

July 28, 2015

/s/ Norhaznita Binti Husin

eSigned

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<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

**American Palm Oil Council**

Registration #4575

Reporting Period: January 1, 2015 – June 30, 2015

Attachment #1

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in 7, 8, and 9 of this statement?

Yes.

If yes, identify each such foreign principal and describe in full detail your activities and services.

During this 6 month period, the registrant has continued to represent Malaysia Palm Oil Promotional Council at various exhibits, conferences, meetings and seminars throughout the country.

January 1 – June 30, 2015		
Date	Exhibitions/Conferences	Venue
Feb 6	International Conference-Palm Phytonutrients And Chronic Diseases	San Francisco, CA
Feb 13	5th Palm Oil Seminar Series (POSS)	Denver, CO
Mar 4-8	Natural Products Expo West (NPEW)	Anaheim, CA
Mar 15-17	National Institute of Oilseed Products (NIOP)	Phoenix, AZ
May 3-6	American Oil Chemist's Society (AOCS)	Orlando, FL
June 8-9	NIOP Oilseed Training	Chicago, IL
June 11	6th Palm Oil Seminar Series (POSS)	Atlanta, GA
June 22-25	Market Visits to New Jersey and New York	New Jersey/ New York
June 28-30	IOPD (International Oilseeds Producers Dialogue)	Chicago, IL

**American Palm Oil Council**

Registration #4575

Reporting Period: January 1, 2015 – June 30, 2015

Attachment #2

14. During this 6 month reporting period, have you received from any foreign principal named in Items 7,8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise?

Yes.

DATE	FROM	PURPOSE	AMOUNT
1/28	Malaysian Palm Oil Council	Operating Funds	\$19,980.00
1/31	Bank of Georgetown	Interest	\$0.56
2/5	Malaysian Palm Oil Council	Operating Funds	\$19,980.00
2/5	Malaysian Palm Oil Council	Operating Funds	\$24,980.00
2/28	Bank of Georgetown	Interest	\$1.36
3/13	Malaysian Palm Oil Council	Operating Funds	\$19,980.00
3/13	Malaysian Palm Oil Council	Operating Funds	\$12,980.00
3/31	Bank of Georgetown	Interest	1.18
4/6	Malaysian Palm Oil Council	Operating Funds	\$29,980.00
4/6	Malaysian Palm Oil Council	Operating Funds	\$29,980.00
4/30	Bank of Georgetown	Interest	\$0.92
5/5	Malaysian Palm Oil Council	Operating Funds	\$18,980.00
5/5	Malaysian Palm Oil Council	Operating Funds	\$18,980.00
5/5	Malaysian Palm Oil Council	Operating Funds	\$18,980.00
5/27	Malaysian Palm Oil Council	Operating Funds	\$19,980.00
5/27	Malaysian Palm Oil Council	Operating Funds	\$19,980.00
5/27	Malaysian Palm Oil Council	Operating Funds	\$23,980.00
5/30	Bank of Georgetown	Interest	\$1.60
6/5	IRS	Refund	\$4,584.03
6/30	Bank of Georgetown	Interest	\$2.14

**TOTAL FUNDS RECEIVED      \$283,331.79**

**American Palm Oil Council**

Registration #4575

Reporting Period: January 1, 2015 – June 30, 2015

Attachment #3

15. (a) During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, and 9 of this statement?

YES

(2) transmitted monies to any such foreign principal?

YES

MONTH	DESCRIPTION	AMOUNT
JANUARY		
	TAXES & LEGAL SERVICES	\$1,624.00
	OFFICE & HOUSING RENTALS	\$5,958.00
	OFFICE PARKING	\$270.00
	TELEPHONE/WEB SERVICES	\$1,341.59
	OFFICE EQUIPMENT LEASE	\$147.78
	PETTY CASH	\$181.30
	ADMINISTRATION	\$10,957.50
	EXHIBITIONS/SEMINARS	\$3,584.44
	<b>TOTAL</b>	<b>\$24,064.61</b>
MONTH	DESCRIPTION	AMOUNT
FEBRUARY		
	OFFICE & HOUSING RENTALS	\$5,958.00
	OFFICE PARKING	\$540.00
	TELEPHONE/WEB SERVICES	\$992.01
	OFFICE EQUIPMENT LEASE	\$138.96
	OFFICE SUPPLIES	\$581.01
	COURIER SERVICES	\$471.56
	ADMINISTRATION	\$22,424.26
	ADVERTISEMENT	\$2,000.00
	EXHIBITIONS/SEMINARS	\$410.00
	<b>TOTAL</b>	<b>\$33,515.80</b>

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MONTH	DESCRIPTION	AMOUNT
MARCH		
	TAXES & LEGAL SERVICES	\$1,000.00
	OFFICE & HOUSING RENTALS	\$8,614.00
	OFFICE PARKING	\$540.00
	TELEPHONE/WEB SERVICES	\$377.98
	OFFICE EQUIPMENT LEASE	\$144.15
	OFFICE SUPPLIES	\$435.21
	COURIER SERVICES	\$97.18
	ADMINISTRATION	\$21,887.34
	ADVERTISEMENT	\$770.00
	EXHIBITIONS/SEMINARS	\$5,818.90
	<b>TOTAL</b>	<b>\$39,684.76</b>
MONTH	DESCRIPTION	AMOUNT
APRIL		
	OFFICE & HOUSING RENTALS	\$8,614.00
	OFFICE PARKING	\$540.00
	TELEPHONE/WEB SERVICES	\$1,100.29
	OFFICE EQUIPMENT LEASE	\$138.96
	OFFICE SUPPLIES	\$712.42
	PETTY CASH	\$181.28
	ADMINISTRATION	\$34,489.34
	ADVERTISEMENT	\$3,995.00
	EXHIBITIONS/SEMINARS	\$27,990.00
	<b>TOTAL</b>	<b>\$77,761.29</b>
MONTH	DESCRIPTION	AMOUNT
MAY		
	TAXES & LEGAL SERVICES	\$2,281.50
	OFFICE & HOUSING RENTALS	\$11,314.00
	OFFICE PARKING	\$540.00
	TELEPHONE/WEB SERVICES	\$1,238.01
	OFFICE EQUIPMENT LEASE	\$17.86
	OFFICE SUPPLIES	\$661.74
	COURIER SERVICES	\$465.35
	PETTY CASH	\$162.75

	ADMINISTRATION	\$28,058.87
	EXHIBITIONS/SEMINARS	\$5,076.00
	<b>TOTAL</b>	<b>\$49,816.08</b>
<b>MONTH</b>	<b>DESCRIPTION</b>	<b>AMOUNT</b>
JUNE		
	TAXES & LEGAL SERVICES	\$21,127.21
	OFFICE & HOUSING RENTALS	\$8,614.00
	OFFICE PARKING	\$540.00
	TELEPHONE/WEB SERVICES	\$686.62
	OFFICE EQUIPMENT LEASE	\$217.84
	OFFICE SUPPLIES	\$454.64
	COURIER SERVICES	\$281.64
	PETTY CASH	\$200.00
	ADMINISTRATION	\$31,567.96
	ADVERTISEMENT	\$3,995.00
	<b>TOTAL</b>	<b>\$67,684.91</b>
	<b>TOTAL DISBURSEMENT</b>	<b>\$292,527.45</b>



MALAYSIAN PALM OIL COUNCIL

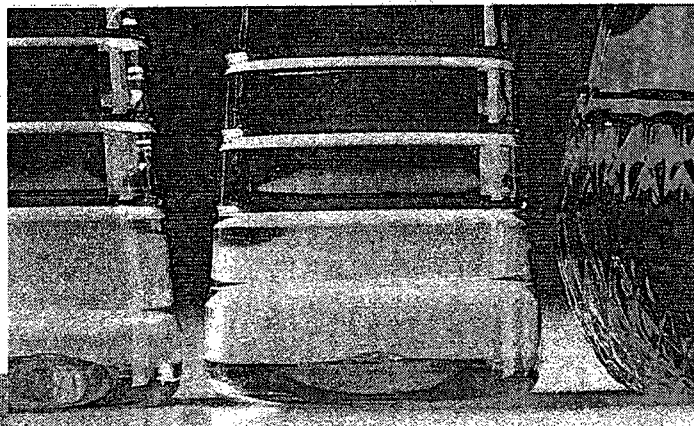
# MALAYSIAN PALM OIL FORTUNE®

KKDN PP 14669/05/2013 (032704)

VOL: 2 2015

## Palm Oil Remains Competitive - Holding 65 Percent Import Share in Bangladesh Market.

### Part 1 of 2



In 2014, import of palm oil (CPL, RBD PO/PL together) reached to a highest ever record quantity of 1.27 million tonnes. The upward trend in the import of total oils and fats also continued in 2014 like previous years, which also reached to a record quantity of 1.95 million tonnes registering a growth of 9.50% compared to 2013 and of this volume, palm oil comprised 65% import share to total oils and fats in Bangladesh in 2014.

As the indigenous production of oils and fats has remained almost stagnant since 2000 and can meet only about 10% of the demand, import of oils and fats is becoming ever more crucial which need to keep pace with the increasing demand. The driving forces behind increase in demand for oils and fats are population growth, economic development, increase in purchasing power associated with economic development and urbanization.

Bangladesh is a densely populated country with a population of 155.8 million living in an area of 147,570 sq. km. The population is growing at 1.37% each year. Hence a small increase in per capita consumption of oils and fats translates into a large increase in total demand for the whole country, which is happening each year.

Bangladesh is a developing country and has a rapidly growing market based economy. Despite political infighting and poor governance, the country's economy is progressing at a steady pace. Its per capita income is growing steadily.

2013-14 was 6.12%. The country had been able to maintain above 6% GDP growth for last few years. Good remittance from Bangladeshi expatriates working abroad and good price for agriculture commodities have contributed to increase the purchasing power of the rural people, which constitutes about 70% of the total population, leading to higher consumption of oils and fats.

#### Oils and Fats Scenario

Bangladesh is heavily dependent on import to meet its oils and fats requirements. Indigenous production of oils and fats is quite insufficient and could fulfill about 10% of its demand. Oils and fats requirement of the country has now climbed up to 1.85 million tonnes while local production is about 0.18 million tonnes. Palm, soybean and canola/mustard oils are the 3 major edible oils consumed in this country. Mustard oil is the traditional edible oil, which is consumed in virgin form. But its use is limited due to its higher price and lower production in the country. Some quantity of canola and mustard seed are imported to fill the gap between demand and domestic production. Imported canola/mustard seed is crushed locally and the oil obtained is marketed in virgin form.

Palm oil is imported in both crude and refined form. Crude palm olein (CPL) is refined in local refineries and the refined olein thus obtained is marketed. The imported refined palm oil (RBD PO) and refined palm olein (RPO) is imported

as raw material of vanaspati/shortening although some portion of the same is also marketed as super olein through fractionating the oil locally.

Soybean oil is imported in crude form, which is refined locally and this refined soybean oil is marketed thereafter. Some quantity of soybean is also imported, which is crushed locally and crude soybean oil obtained is refined for marketing. Vanaspati/shortening and butter/Ghee are the major edible fats. Coconut oil and linseed oil are used for inedible purposes. Edible oils and fats

*Continued on page 6 ►*

#### MARKETING & MARKET DEVELOPMENT DIVISION

##### DIRECTOR

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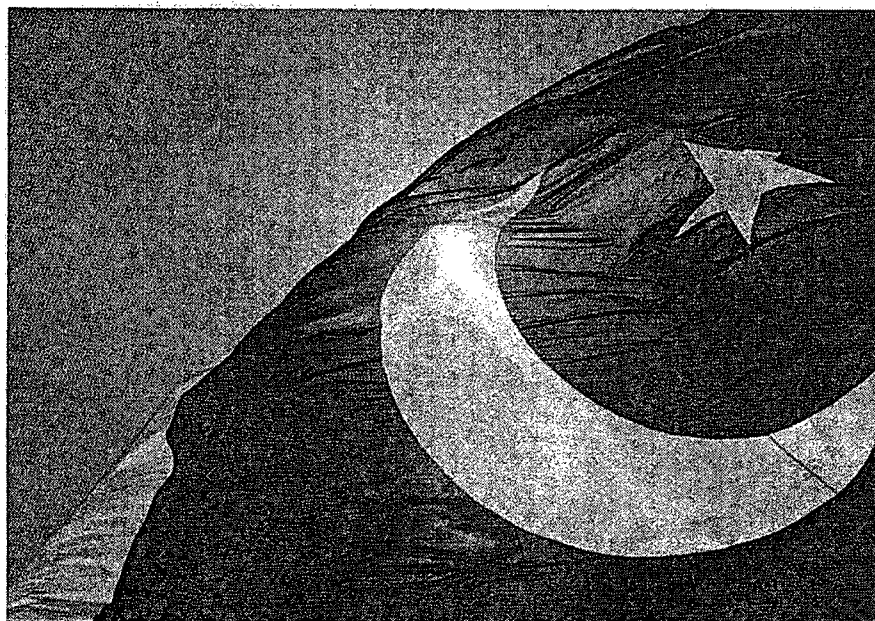


MALAYSIAN PALM OIL COUNCIL

# MALAYSIAN PALM OIL FORTUNE®

KKDN PP 14669/05/2013 (032704)

VOL: 3 2015



## MARKETING & MARKET DEVELOPMENT DIVISION

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### MARKET ANALYSTS

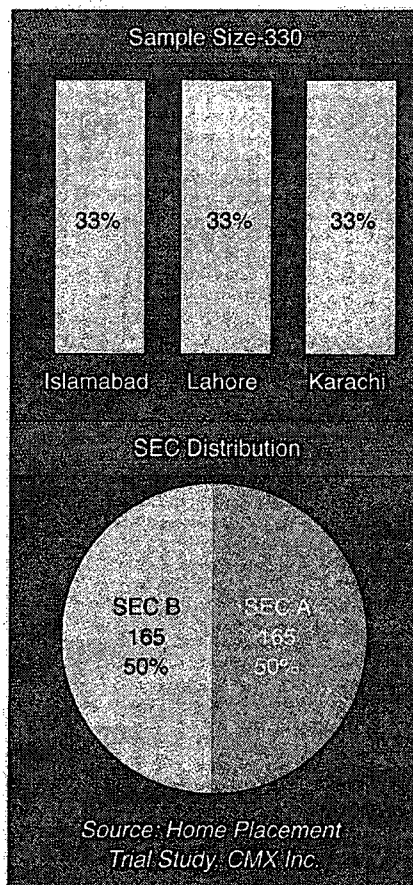
Asia Pacific (China)	Lim Teck Chai lim@mpoc.org.my
Asia Pacific (Excl. China)	Mohd Hafezh Bin Abdul Rahman mhafezh@mpoc.org.my
South Asia	Fatimah Zaharah Md Nan fatimah@mpoc.org.my
Middle-East	Nur Adibah Mohd Razali nuradibah@mpoc.org.my
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For more information, please contact  
Tel: 603 - 7806 4097 Fax: 603 - 7806 2272

## The Case for Launching Palm Olein in Pakistan

Pakistan is one of the few countries in the world which still uses semi solid fat as its preferred cooking medium. According to an estimate, vanaspati has a share of 70% in the overall consumption of oils and fats in Pakistan. However, with the changing lifestyle the preference of Pakistani consumer is also shifting from vanaspati to liquid oil. One of the major factors which have led to this change in preference is urbanization. Over the last five decades, Pakistan's urban population has expanded over seven fold and it is estimated that 57% of Pakistan's population will be living in cities by 2020.

Pakistan's preference for vanaspati is one of the major reasons that palm oil has always been the major feedstock of the local oils and fats industry. Pakistan is a net importer of oils and fats since the indigenous production contributes only 25% of the country's needs. At the end of 2014, the imports of palm oil and its



fractions registered a volume of 2.5 million MT, which was 85% of the total

palm oil imported in Pakistan is used in manufacturing of vanaspati and the rest is used for blending and other food uses.

The soft oil market which is currently valued at USD 1.75 billion, is dominated by canola, sunflower and soybean cooking oils. Palm olein has a minimal share of around 20% in the total soft oil market as it is being used for blending in hot weather months only. Local manufacturers are hesitant in launching olein in consumer packs since it lacks brand recognition and consumers are reluctant to buy a new category.

In order to address these apprehensions, MPOC conducted a home placement research study of blended and pure palm olein with an objective to generate trial through real time product experience and to understand consumers psyche regarding solidifying characteristics of palm olein.

### Research Methodology & Sample

The research was conducted using sequential monadic design which is the best known method for product testing and optimization. In this design, each respondent evaluates two products (i.e.





# MALAYSIAN PALM OIL FORTUNE®

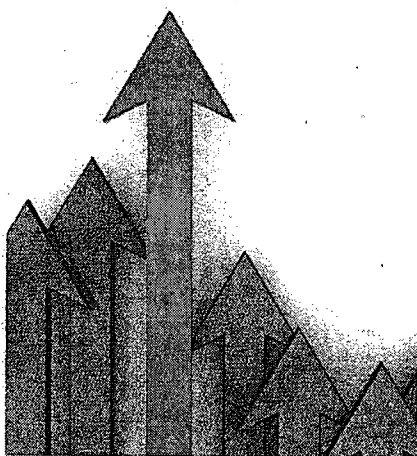
MALAYSIAN PALM OIL COUNCIL

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## ADVANTAGE MALAYSIA

### Malaysian RBD Palm Olein Market Share in China Increased as Indonesia Reduces Discount on Prices



The revised export duty structure for the palm oil industry in Indonesia was introduced in October 2011 which is aimed at supporting Indonesian government's future goal for the palm oil industry. Indonesia targets to raise its CPO production from 22.2 million MT in 2010 to 40 million in 2020. Hence, promoting higher exports of refined palm oil encouraged by this policy helps Indonesia to absorb increase in future CPO production. This increase will be led by a rise in oil palm plantation area. Under their plasma scheme, increase in private estates oil palm cultivation must be accompanied by the increase in smallholder's cultivation. Therefore, the

government's vision to raise CPO output helps farmers to own land for oil palm cultivation and improves economic benefits for farmers.

This study is to explain the situation of the global palm oil market before and after the tax was introduced. Analysis on the impact of this new tax on China was done separately with more details.

#### The New CPO Export Tax Structure

Under the new Indonesian tax structure the difference in duties for the export of refined palm products and CPO has widened. This adjustment encourages greater production of refined palm oil, resulting in stiffer competition with Malaysian palm oil players. However,

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after September 2014 and until April 2015, due to low CPO price, export taxes for both crude and refined products were set at zero.

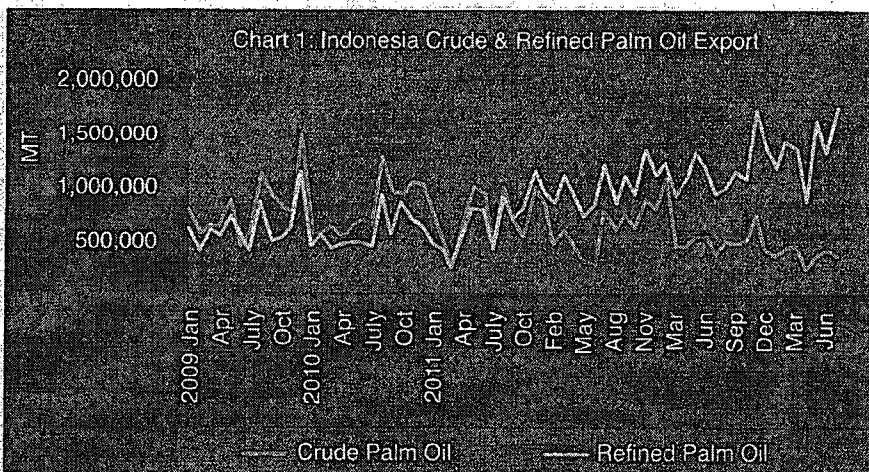


Table 1: Comparison of Old and New Indonesian CPO Export Structure (%)

	New Structure (March 2015)	New Structure (Sept 2014)	Old Structure (Sept 2011)
CPO	0.0	9.0	12.5
RBD Palm Olein	0.0	3.0	12.5
RBD Palm Oil	0.0	0.0	11.0
RBD Palm Stearin	0.0	0.0	7.5
Biofuel	2.0	0.0	2.0

#### Malaysia And Indonesia Performance Amidst Global Palm Oil Changing Supply Scenario

##### a. Global palm oil scenario

After Indonesia introduced the new CPO export tax, the country's export share of refined palm oil rose higher than crude oil. A higher volume of a CPO was processed into refined palm oil and later exports. The development led